

Amendments to the Claims:

This listing of claims will replace all prior versions, and listing of claims in the application.

1. (Currently Amended) A display system comprising:
a display;
a write-once solid-state memory with image content stored in the write-once memory; and
a display controller adapted to read the write-once memory and to cause the display to present the image content wherein any of the write-once memory, and the display controller are mounted on the back of the display.
2. (Original) The display system of claim 1 wherein the display is a flexible display.
3. (Original) The display system of claim 1 wherein the display is a flat panel display.
4. (Original) The display system of claim 1 further comprising an interface to the write-once solid-state memory for writing the image content to the memory.
5. Cancelled
6. (Original) The display system of claim 1 wherein the display controller further comprises a timer causing the display controller to display the image content at a predetermined time.
7. (Original) The display system of claim 1 wherein the display is an OLED display.
8. (Original) The display system of claim 1 wherein the image content is at least one of a motion image sequence, a still image, a group of still images and a stream of image information.

9. (Original) The display system of claim 1 further comprising an audio system to generate audio signals based upon audio content stored in the write-once memory and display controller.

10. (Original) The display system of claim 1 wherein the image content is customized.

11. (Original) The display system of claim 1, wherein the display is a passive-matrix display.

12. (Original) The display system of claim 1, wherein the display is a reflective display.

13. (Currently Amended) ~~The display system of claim 1, A~~
display system comprising:
_____ a display;
_____ a write-once solid-state memory with image content stored in the
write-once memory; and
_____ a display controller adapted to read the write-once memory and to
cause the display to present the image content wherein the display uses bi-stable cholesteric materials to form images.

14. (Original) The display system of claim 1, wherein the display is a color display.

15. (Currently Amended) ~~The display system of claim 1, A~~
display system comprising:
_____ a display;
_____ a write-once solid-state memory with image content stored in the
write-once memory; and
_____ a display controller adapted to read the write-once memory and to
cause the display to present the image content wherein the display controller is a non-programmable state machine.

16. (Original) The display system of claim 1, wherein the display controller comprises a non-programmable logic circuit.

17. (Original) The display system of claim 1, wherein the display controller comprises only a memory interface and display driver.

18. (Original) The display system of claim 1, further comprising an external interface adapted to receive at least one of image content and audio content and to store the received content in the write-once solid-state memory.

19. (Currently Amended) A display system comprising:
a display;
a write-once solid-state memory with image content stored in the write-once memory; and
a display controller adapted to read the write-once solid-state memory and to cause the display to present the image content, and
a folded surface on which any of the display, write-once solid-state memory, and display controller are mounted; and
a switch for activating the display controller;
wherein the operation of unfolding the surface actuates the switch.

20. Cancelled

21. Cancelled

22. (Original) The display system of claim 19, further comprising an audio circuit to generate audio signals based upon audio content stored in the write-once memory and display controller.

23. (Original) A display system comprising:
a display;

a memory interface adapted to receive more than one type of write-once solid-state memory with each type of write-once solid-state memory having a different capacity for receiving image content; and

a display controller adapted to read image content stored a write-once solid-state memory received by the memory interface and to cause the display to present the image content.

24. (Original) The display system of claim 23, wherein the memory location is adapted to receive more than one type of write-once solid-state memory, with each memory type having different image content storage capacity.

25. (Original) The display system of claim 23, wherein the write-once solid-state memory has image content recorded therein before the write-once solid-state memory is received by the image interface.

26. Cancelled

27. (Original) The display system of claim 23, wherein the display system takes the form of a tradable card.

28. (Original) The display system of claim 23, wherein the display system takes a form consistent with a sports card and wherein the image content in the memory has sports-related image content stored therein.

29. (Original) The display system of claim 23 further comprising a surface on which at least one of the display, the memory and the display controller are mounted.

And

30. (Currently Amended) A method for assembling a display system comprising:

providing a display;

providing a write-once solid-state memory; and

providing a display controller with the display controller, write-once solid-state memory, and display being functionally associated so that the display controller can read the write-once memory and can cause the display to present the image content stored in the write-once memory wherein the step of providing a write-once solid-state memory comprises recording image content in the write-once solid-state memory and then functionally joining the write once solid-state memory to the display and display controller.

31. (Original) The method of claim 30, further comprising the step of writing image content into the write-once solid-state memory.

32. (Original) The method of claim 30, further comprising the steps of receiving customized image content and writing the customized image content into the write-once solid-state memory.

33. (Original) The method of claim 30, wherein image content is obtained in a first form, and further comprising the steps of converting the image content into a second form, and writing the converted image content into the write-once solid-state memory.

34. (Original) The method of claim 30, further comprising the step of storing the obtained image content in an archival storage medium.

35. Cancelled

36. (Original) The method of claim 30, wherein the step of providing a write-once solid-state memory comprises determining a storage capacity requirement for storing a particular image content in a memory, selecting a write-once solid-state memory having sufficient storage capacity to store the image content, storing the image content in the selected write-once solid-state memory and functionally associating the selected write-once solid-state memory with the display and with the display controller.

37. (Withdrawn) A method of vending a display system having a display, a write-once solid-state memory and a display controller for reading the write-once memory and displaying the image content on the display, the method comprising the steps of:

- obtaining image content;
- storing the image content in the write-once solid-state memory;
- selling the display system; and
- delivering the display system.

38. (Withdrawn) The method of claim 37, wherein the step of obtaining content comprises capturing the image content.

39. (Withdrawn) The method of claim 37, wherein the step of obtaining the content comprises capturing audio and image content at a first location and the step of delivering the display system comprises delivering the display system to the first location.

40. (Withdrawn) The method of claim 37, wherein the step of obtaining the content comprises capturing audio and image content at a first location and the step of delivering the display system comprises delivering the display system of the second location.

41. (Withdrawn) The method of claim 37, wherein the step of providing a write-once solid-state memory comprises recording image content in the write-once solid-state memory and then functionally joining the write once solid-state memory to the display and display controller.

42. (Withdrawn) The method of claim 37, wherein the step of providing a write-once solid-state memory comprises determining a storage capacity requirement for storing a particular image content in a memory, selecting a write-once solid-state memory having sufficient storage capacity to store the image content, storing the image content in the selected write-once solid-state memory and functionally associating the selected write-once solid-state memory with the display and with the display controller.

43. (Withdrawn) The method of claim 42, wherein the step of selling the display system comprises providing determining a selling price based at least in part upon the memory capacity of the selected write-once solid-state memory.